

CHAPTER I

PREFACE

1.1. Background

The front office department deals directly with guests who are responsible for handling check-in and check-out guests, selling rooms, handling guest transactions, handling guest requests & guest complaints and providing information related to operational activities to other departments (Bagyono, 2012). Until right now, there are also so many things to help Front Desk Agent to be connected with the guests, it also can happen from technology. From operations to guest experience to marketing, smart hotel technology offers a wide range of cost saving and revenue opportunities, enabling hotel owners to reach new levels of profitability (Chandra Shekhar, 2018). There are many positive and negative considerations for the growth of this technology, such as digital check-in applications and guest registration systems are simply tools that front desk staff can use to make the guest check-in experience easier and more efficient (Stephen Alemar, 2023). As technology continues to advance at a rapid pace, the hotel industry has embraced automation and robots as a means to enhance efficiency and streamline operations.

The conclusion is this does not mean that all human activities in hospitality can be replaced with technology. The essence of hospitality has always been the human touch - the warmth, empathy and personal connections that create lasting memories for guests. When guest having connection with the reception, there are some several things can happen, which is robot does not have it:

- Emotional engagement and empathy
- Personalized service and anticipation of needs
- Cultural sensitivity and language skills
- Problem solving and flexibility

These things only can happen by human staff to the guests. By stepping back from overreliance on robots and prioritizing personal interaction, hotels may foster an environment of true warmth, authenticity, and caring by reducing their reliance on machines and emphasizing human interaction. Let us remember that people, not machines, make a stay remarkable and unforgettable (Jeff Bowes, 2023).

It can be concluded that the human touch in hospitality can never be replaced by robots, no matter what. Because In order to achieve the business goal, it has to provide an excellent service for the guests. It is expected that the guests are satisfied with the quality of services provided by the hotel (Ni Luh Putu Mira Indah Pratiwi, 2019).

1.2. Internship Aims and Objectives

The purpose of this internship program is to prepare our self in a professional industry. Knowing how to work professionally well, learning new things, having a knowledge, gain experience and we should implement the knowledge that has been obtained during the 4 semesters of lectures. With this Front Office Internship Programme, the writer was able to:

- **Gain New Connections**

As a Front Office who always meets with many people, of course, makes the writer acquainted with many people. The connections formed are a positive thing where the writer can get to know different individuals with different life backgrounds. The greater the opportunity to meet new connections makes a great opportunity in the future, especially with people who have the same passion and interest as the writer.

- **Working Under Pressure**

With this Internship Programme, writers get real work experience in the industry. With this, writers learn to do all the work requested properly and precisely, even though sometimes they feel pressured, but this is

when writers learn to be responsible in work under pressure. Which makes writers able to control emotions and also mentally strong.

- Time Management

In a writer's daily activities, it takes skill to always remember what needs to be done according to the time in one internship day. This makes the writer a person who must be dexterous, meticulous, and sensitive to time in order to avoid.

Writer has gained a lot of lessons and implemented all of them in daily life by performing daily tasks every day. Here are some of the responsibilities that have become part of the Front Office duties.

1. Front Office is one of the main departments that interacts directly with guests. This makes the Front Office primarily responsible for all matters related to guest interactions.
2. There is a Front Office Manager, who is responsible for overseeing all operations in the hotel.
3. Duty Manager and Supervisor also play important roles in the daily activities. They are tasked with assisting and monitoring all tasks on a daily basis.
4. The receptionist or front desk agent is responsible for assisting guests, handling the check-in and check-out processes, and managing everything that is done or mentioned to the guests. The writer personally completed an internship in the receptionist department, which allowed them to gain a thorough understanding of the overall responsibilities of the role.
5. Guest Relation Officer focuses on enhancing and maximizing the existing services. They engage with guests by mingling and conversing to gather reviews about their stay at the hotel. Additionally, they are responsible for attending to VIP guests to ensure they receive the best possible service.

6. The reservation department plays a key role in assisting with the room reservation process, whether through phone calls, the website, or travel agents.
7. Concierge is responsible for assisting guests during their stay at the hotel, such as helping carry their luggage to their rooms, providing information about nearby tourist attractions, and guiding guests who may be unfamiliar with the area.

All members of the Front Office team are required to provide information to guests, maintain guest data, report room status, handle phone calls and guest requests, record and post bills, run room rates, and possess strong problem-solving skills.

1.3. Time and Procedure of Internship

The internship program starts from 9 September 2024 – 10 February 2025 which takes 6 months. Before starting the internship, our lecturer emphasized that to participate in the internship program, we must achieve passing grades in the subject related to the department that we'll choose. The writer chooses the pastry department and has already achieved the passing grades which has become the requirement. The writer must make a proper Cover Letter and CV as one of the procedures of internship. After that we must fill the list of our personal information and hotel prospects in the link that has been given by the internship coordinator. The writer is required to ask for a recommendation letter from the relevant lecturer for submission to our internship department.

After receiving a recommendation letter that has been assigned by the relevant lecturer the writer has to ask for a recommendation letter from the study program. After all the files are complete (CV, Cover Letter, Recommendation Letter from Lecturer, Recommendation Letter from Study Program, and Certificate) the writer can start to apply to the hotel. The writer applied through email, after a few days writer got a reply from the HRD about

the interview date. After going through the interview with HRD, the next step is to have an interview with the Front Office Manager. After all the procedures are done, the writer is waiting for the acceptance email from the hotel.

